

**MULTIMEDIA**



**UNIVERSITY**

**STUDENT IDENTIFICATION NO**

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

**TRIMESTER 2, 2017/ 2018**

**BMK2044 – MARKETING COMMUNICATION**  
(All sections / Groups)

09 MARCH 2018  
9.00 a.m – 11.00 a.m  
(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages only (including cover page) with 5 Questions only.
2. Answer **ALL** the questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer **ALL** the questions.

### **QUESTION 1**

Positioning is the perception created in the consumer's mind regarding the nature of a company and its products relative to the competition. Discuss any of the FIVE approaches to positioning with appropriate examples.

**(Total 20 marks)**

### **QUESTION 2**

A Creative Brief contains information provided by the account executive and is used by the creative department to produce an advertisement that conveys the desired message. Discuss FIVE components of creative brief.

**(Total 20 marks)**

### **QUESTION 3**

E-commerce web design and development presents some unique challenges that impact success of an e-commerce site. Discuss FOUR important characteristics of successful e-commerce sites.

**(Total 20 marks)**

### **QUESTION 4**

A permission marketing program is where the company only sends promotional information to consumers who give the company permission to do so. Discuss the steps involved in developing an effective permissions marketing program.

**(Total 20 marks)**

### **QUESTION 5**

What trends in the consumer buying environment affect consumer purchasing decisions? Discuss with examples.

**(Total 20 marks)**

**End of page.**